

***REPLY UNDER 37 CFR 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP ART UNIT 3625***

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

	)	
	)	Confirmation No.: 4363
	)	
Applicants: MARGILOFF et al.	)	Group Art Unit: 3625
	)	
Application No.: 10/767,123	)	Examiner: Mila Airpetian
	)	
Filing Date: 1/29/2004	)	<b>AMENDMENT and RESPONSE</b> to January
	)	15, 2008 Final Office Action
For: SYSTEMS AND METHODS FOR	)	
PROVIDING CONTEXTUAL	)	Attorney Docket No.: E03.002/U
ADVERTISING INFORMATION	)	
VIA A COMMUNICATION	)	<b>PTO Customer Number 28062</b>
NETWORK	)	Buckley, Maschoff & Talwalkar LLC
	)	50 Locust Avenue
	)	New Canaan, CT 06840
	)	

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Mail Stop AF (via EFS)  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action mailed January 15, 2008, please amend the above-identified application as follows:

**Amendments to the claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 6 of this paper.